

## Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

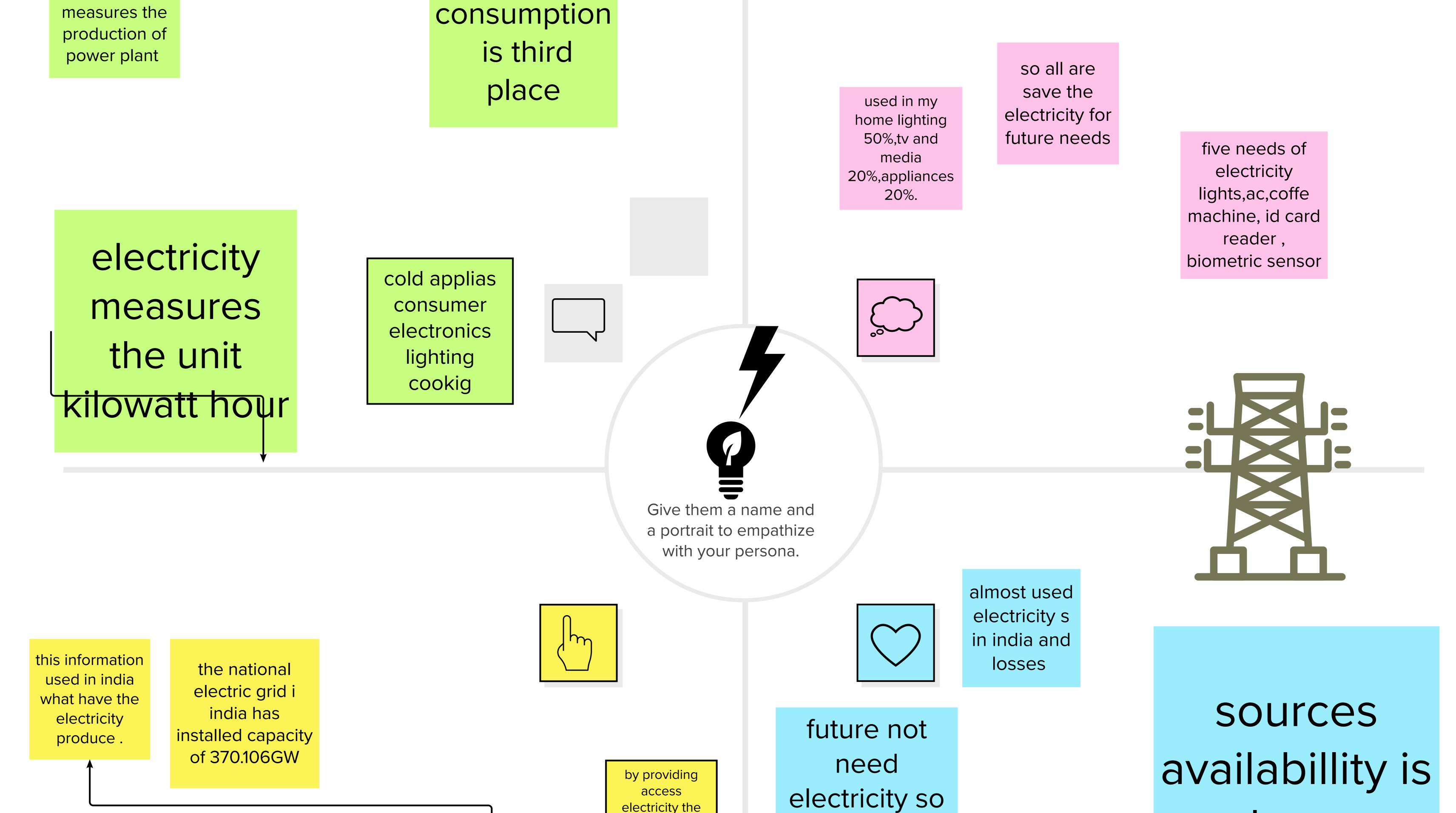


## **Build empathy**

consumption is

The information you add here should be representative of the observations and research you've done about your users.

## Thinks What are their wants, needs, hopes, Says and dreams? What other thoughts What have we heard them say? might influence their behavior? What can we magine them saying? electricity used in many electricity homes and prepare in industrys solar, wind, water. electricity electricity



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## Does

What behavior have we observed? What can we imagine them doing?

Feels

less

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



